

AN ORDINANCE

**9 8 4 3 6**

**AUTHORIZING PAYMENTS IN A TOTAL AMOUNT NOT TO EXCEED \$215,000 TO VARIOUS VENDORS FOR COSTS ASSOCIATED WITH THE SAN ANTONIO CONVENTION AND VISITORS BUREAU MARKETING ACTIVITIES AND HOSTING OBLIGATIONS THROUGHOUT FISCAL YEAR 2004; AND PROVIDING FOR PAYMENT.**

\* \* \* \* \*

**WHEREAS**, it is necessary every fiscal year for the Convention and Visitors Bureau ("CVB") to incur costs associated with marketing activities and hosting obligations in order to secure certain meetings and events for San Antonio and in Fiscal Year 2004 the CVB has incurred such costs with respect to the International Association for Exhibition Management ("IAEM") Annual Conference, the Meeting Professionals International ("MPI") Professional Education Conference and the National Collegiate Athletic Association ("NCAA") 2004 Men's Final Four Basketball Championship; and

**WHEREAS**, a hosting obligation in an amount not to exceed \$45,000 for the IAEM Annual Conference was necessary to confirm the 2004 Annual IAEM Conference for San Antonio in December 2004, as all host cities are responsible for funding the delegate luncheon the year prior to their hosting the Annual IAEM Conference, and hosting the conference will bring in approximately 4,584 room nights, 2,100 delegates and result in \$1.89 million in direct expenditures to the City; and

**WHEREAS**, as host of the 2004 MPI Professional Education Conference, San Antonio is required to sponsor the opening evening Welcome Reception which shall be catered by the Henry B. Gonzalez Convention Center's current caterer the RK Group in an amount not to exceed \$125,000 and this reception, together with all the City's other hosting duties, provides San Antonio the opportunity to showcase City facilities, area attractions and local services to some 2,200 leaders and decision makers in the meetings industry, as well as bring in approximately 8,125 room nights and \$1,980,000 in direct expenditures to the City; and

**WHEREAS**, as part of the NCAA 2004 Final Four Men's Basketball Championship proposal, various NCAA requirements were enhanced in order to strengthen San Antonio's bid, including the provision of food and beverage to the media on game days which shall be provided by the Alamodome's current concessionaire Aramark in an amount not to exceed \$45,000; and

**WHEREAS**, the NCAA 2004 Men's Final Four will bring in approximately 33,400 room nights, 43,000 attendees and result in \$38.74 million in direct expenditures to San Antonio and this event will provide tremendous media exposure; and

**WHEREAS**, funding for these hosting obligations has been previously appropriated as mandates during the recent Fiscal Year 2003-2004 budget process and staff recommends that City Council now authorize the requested expenditures; **NOW THEREFORE:**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** Payment in an amount not to exceed \$45,000 to the IAEM for hosting obligations associated with its Annual Conference is hereby authorized and approved.

**SECTION 2.** Payment in an amount not to exceed \$125,000 to the RK Group for hosting obligations associated with the MPI Professional Education Conference is hereby authorized and approved.

**SECTION 3.** Payment in an amount not to exceed \$45,000 to Aramark for hosting obligations associated with the NCAA 2004 Men's Final Four Basketball Championship is hereby authorized and approved.

**SECTION 4.** Funds in the amount of \$215,000.00 are authorized to be encumbered in Fund 29-005000 (Miscellaneous Special Revenue Fund) in Index Code 380550 entitled "Fee's to Professionals-Hosting Obligations " and are made payable to the following vendors:

International Association of Exhibition Management	\$ 45,000.00
The RK Group	\$125,000.00
Aramark	<u>\$ 45,000.00</u>
Total	\$215,000.00

**SECTION 5.** The financial allocations in this Ordinance are subject to approval by the Director of Finance of the City of San Antonio. The Director of Finance may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific index codes and fund numbers as necessary to carry out the purposes of this Ordinance.

**SECTION 6.** This Ordinance shall be effective on and after the tenth day after passage hereof.

PASSED AND APPROVED this 13<sup>th</sup> day of November, 2003.

ATTEST: Edmund L. Kelen  
City Clerk

MAYOR  
EDWARD D. GARZA

APPROVED AS TO FORM: Tim Zetser  
for City Attorney